

What Is Claimed Is:

- 1 1. A system of broadcasting digitally channels over an
2 allocated frequency spectrum comprising:
3 a satellite;
4 a network operations center uplinking electronic content to
5 said satellite;
6 an over-the-air digital broadcast center receiving said
7 electronic content from said satellite and generating a digital channel
8 signal over at least a first portion of said allocated frequency spectrum
9 and generating digital over-the-air electronic content over a second
10 portion of said allocated frequency spectrum vertical blanking interval of
11 an analog broadcast signal; and
12 a user appliance receiving said electronic content.
- 1 2. A system as recited in claim 1 wherein said over-the-
2 air broadcast center is coupled to a stratospheric platform.
- 1 3. A system as recited in claim 1 wherein said over-the-
2 air broadcast center is coupled to a cell tower.
- 1 4. A system as recited in claim 1 wherein said over-the-
2 air broadcast center is coupled to a TV broadcast tower.
- 1 5. A system as recited in claim 1 wherein said
2 electronic content comprises digital audio signals.
- 1 6. A system as recited in claim 1 wherein said
2 electronic content comprises video.

1 7. A system as recited in claim 1 wherein said user
2 appliance is fixed.

1 8. A system as recited in claim 1 wherein said user
2 appliance is mobile.

1 9. A method of distributing electronic content
2 comprising the steps of:

3 uplinking a plurality of electronic content packages to a
4 satellite;

5 receiving the electronic content packages from the satellite;
6 over-the-air broadcasting the electronic content packages
7 within excess bandwidth a digital television broadcast signal; and

8 receiving the electronic content packages through a user
9 appliance.

1 10. A method as recited in claim 9 wherein the step of
2 receiving over-the-air broadcasting comprises over-the-air broadcasting
3 from a stratospheric platform.

1 11. A method as recited in claim 9 wherein the step of
2 receiving over-the-air broadcasting comprises over-the-air broadcasting
3 from a cell tower.

1 12. A method as recited in claim 9 wherein the step of
2 receiving over-the-air broadcasting comprises over-the-air broadcasting
3 from a TV broadcast tower.

1 13. A method of distributing electronic content
2 comprising the steps of:

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3 digitally compressing the electronic content into a digital
4 video stream;
5 broadcasting a digital television signal having a excess
6 bandwidth;
7 broadcasting the digital video stream within the excess
8 bandwidth.

1 14. A method as recited in claim 13 further comprising
2 the steps of receiving the digital video stream; monitoring the digital
3 video stream and providing feedback about the digital video stream to a
4 broadcast location.

1 15. A method as recited in claim 13 further comprising
2 the steps of receiving the electronic content in user appliance.

1 16. A method as recited in claim 15 wherein the step of
2 receiving comprises the steps of digitally decompressing the digital video
3 stream, and displaying the video stream.

1 17. A method as recited in claim 15 wherein the step of
2 receiving comprises grabbing an excessive bandwidth.

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